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New York City, 8:10 P. M.
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Arrive Luray, June 4, 6:25 A. M.
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LET US HAVE PEACE NOW, MILLER'S PLEA

Governor Before G. A. R. at
Tomb Eulogizes Grant as
Great in Character.

FIFTY OF POST REMAIN

'General Never Planned a Re-
treat' Cited as Lesson
From His Life.

Gov. Nathan Miller, in an eloquent
appraisal of the character of Grant,
made his Memorial Day oration a plea
for peace and for national, international
and communal magnanimity, helpfulness
and good will.

The Governor was the orator at the
memorial services of the U. S. Grant
Post, No. 327, G. A. R. of Brooklyn.
His tribute occurred, as always, on the
plaza beside Grant's tomb in Riverside
Drive. Standing beside the granite
mausoleum above the portal of which is
carved the immortal prayer of him
whose body lies within, the Governor
echoed the exhortation of the great sol-
dier who, having crushed the power
of the enemy, sent them home to till
the soil of their Southland, and spoke
the healing words: "Let us have peace."
Gov. Miller said in part:

"The veterans of three wars to-day
decorate the graves of their fallen com-
rades. A nation pays reverent tribute
to her heroic dead, and the spirits of the
departed look down upon us and bid
us sacredly to guard the institutions
which their sacrifices preserved and
their blood consecrated.

"Although these services are not prin-
cipally in honor of him whose memory
is here enshrined, yet it is natural that
on this spot, on this Memorial Day, just
past the celebration of the one hun-
dredth anniversary of his birth, our
thoughts should turn to the great cap-
tain, the man who, judged by his
achievements, was the greatest captain
of his age."

"Man of Great Character."

From his life and from the lives of
those who followed him, said Gov. Miller,
Americans may well learn their lesson
of devotion to the Union, which they
offered their lives to preserve and which
so many of them sacrificed their lives
to save. He continued:

"Measured by all the tests of character,
Ulysses S. Grant was a great man;
unable to bear the sight even of human
suffering, he could himself submit to
pain, to humiliation that must have tried
his soul, with a stoicism that com-
manded the admiration of all. With a
tender regard for the feelings of others,
he bore his own wounds in silence.

"How came it that this kindly, mod-
est, tender, sympathetic man could when
the need arose summon an iron will, a
resolute determination to the furtherance
of his plans? It was because in his
character were combined those attributes
which in their aggregate make great-
ness."

"It is said Grant never planned a re-
treat. That was not recklessness. It was
because he carefully planned his cam-
paigns in advance. If checked at one
point, he was prepared to push in at
another. His courage was the courage
of knowledge. His confidence was the
confidence of mastery. Through the fail-
ure of a subordinate or some other mis-
fortune a movement might miscarry,
but he was always prepared by the next
move to repair the error. And that next
move was always an advance toward
the objective, never a retreat to a base
in order to prepare to start anew."

Applause From Veterans.

This sentiment was greeted by the
warm applause of the civil war veter-
ans of the Grant Post, now a mere
handful of grizzled old men, but zealous
proud of the fame of their leader. The
Governor again aroused their plaudits
when he went on:

"Kindly, modest, sympathetic, tender
hearted, true, brave, fearless, resolute,
resourceful—these are the qualities of
greatness. Grant combined them all in
his personality and his exhibition of
those virtues both in his military career
and afterward on frequent occasions
tells the story and teaches the example
of his life. In battle calm, resolute, de-
termined; in victory magnanimous,
solicitous for his fallen foe; in private
life, modest, kindly, at times, perhaps,
too trustful where trust was not de-
served."

"These are the qualities which the
spirit here enshrined bids us emulate
to-day. And his word, spoken in the
hour of victory, 'Let us have peace,' has
a peculiar appeal to us to-day—a
greater appeal perhaps than when those
words first were uttered. Our problem
still is the same, though it has attained
a worldwide scope. To bind up the
wounds, to assuage the harsh memories,
to repair the ravages of war—these
still are our tasks."

"Let us have peace! Let the animosities,
the bitterness, the needs of discord,
the causes of conflict yield to a better
understanding, a broader brotherhood
between peoples, between nations and
between all elements of the community."
"Let the just, the true, the magnani-
mous spirit of Grant pervade our people,
and let the significance of his words
sink deeply into our hearts—'Let us
have peace!'"

As the remnant of the Grant Post

LEGION AND FIRING SQUAD SALUTE UNHONORED HERO

Nyack Veterans and Village Officials Atone at Grave
of Sergeant Wheaton for His Recent Burial
Without Military Ceremonies.

Members of the American Legion, Vet-
erans of Foreign Wars and officials of
the village of Nyack went yesterday to
the grave of Sgt. Albert A. Wheaton
in Oak Hill Cemetery, Nyack, and
did all they could to atone for the neglect
that caused Sgt. Wheaton to be
buried on May 16 without military hon-
ors.

At sunrise yesterday James W. Pacey,
Village President, went to the cemetery
and placed the flag, the same flag which
had draped Sgt. Wheaton's coffin,
half staff. Later fifteen automobiles
laden with members of the American
Legion were driven to the cemetery and
the memorial ritual of the legion was
read at the grave. A firing squad fired
three volleys. After that the Veterans
of Foreign Wars conducted services and
planted poppies about the grave.

Sgt. James E. Cahill, chairman
of the American Legion welfare com-
mittee, who was sent to Nyack to in-
vestigate after Wheaton's indignat com-
rades at Walter Reed Hospital, Wash-
ington, had protested a military funeral
and not been given to him, reported

yesterday that the Charles R. and Ray-
mond Blauvelt Post, Nyack, was not to
blame for the neglect. But he added:
"Some of the individual members of
the post are to blame, though the post
itself cannot be censured."
"The post had made arrangements for
all military courtesies to be extended at
Sgt. Wheaton's funeral, which, as
stated by the Salvation Army officers,
would be on Monday, May 15. Unfor-
tunately the hospital officials in Wash-
ington did not ship the body until Monday,
causing the remains to arrive too late
for interment on that date."

Sgt. Wheaton was buried at Ny-
ack because it was the wish of his bride,
who was Miss Ida Barrett of Nyack.
The apathy of certain members of the
American Legion, according to Sgt.
Cahill, was because Wheaton was not a
native of Nyack and nobody there knew
him.

Wheaton and Miss Barrett were mar-
ried in the hospital on March 25, two
days before he died. He had won the
Croix de Guerre for gallantry under
fire.

TANK KILLS SOLDIER IN MEMORIAL PARADE

Crushes Him as He Starts
After Runaway Whippet.

A fatal accident marred the Memorial
Day parade, though few of the paraders
and even a lesser number of the spec-
tators knew it. Julian Stahlshmidt, a
bank clerk, 21, of 138 West 129th street,
one of the paraders with the tank and
ordnance companies of the Twenty-
seventh Division, was crushed and in-
stantly killed under a whippet tank in
West Ninety-second street, between Col-
umbus and Amsterdam avenues.

Six of the little tanks had made their
way up Riverside Drive and past the
reviewing stand and turned east into
West Ninety-second street, bound for
the Twenty-second Regiment Armory, 163th
street and Fort Washington avenue,
where the tank unit has its headquar-
ters. The unit was under command of
Major John Mansfield and Capt. Oliver
Bell.

The unit was halted for rest in
Ninety-second street, and Stahlshmidt,
who was assigned to one of the rear
tanks, left the machine after stopping
his motor. There were reports that
some one started the motor again. In
any event the tank started forward, and
Stahlshmidt rushed toward it to stop it.
He missed his footing and fell between
his tank and the one in front.

WOOLWINE FOR GOVERNOR.

LOS ANGELES, May 30.—Thomas Lee
Woolwine, District Attorney, to-day an-
nounced his candidacy for the Demo-
cratic nomination for Governor of Cal-
ifornia.

TRIBUTE FROM FRANCE FOR UNKNOWN SOLDIER

Mme. Raveau Sends Gift of
Embroidered Star.

WASHINGTON, May 30.—The Quar-
termaster-General of the army has received
through the State Department a tribute
to be placed on the grave of the Un-
known Soldier in Arlington National
cemetery. It is a large star, beautifully
hand embroidered with the inscription,
"To your dear and regretted Unknown
Soldier the French people remain thank-
ful forever, Memorial Day, 1922," and
is a gift from Mme. Charles Raveau, 5
Rue Gambetta, Rochefort-sur-Mer, Char-
ante Inferieure, France. On each point
of the star is an artificial flower, each
set with a brilliant in its heart.

Mme. Raveau sent her tribute to the
American Consul at Bordeaux with the
message, "The flowers on each point are
symbolical of France's regret and the
brilliance of her tears." He forwarded
it to Washington.

The Raveau family devoted themselves
to the decoration of the graves of Amer-
ican soldiers at Rochefort until all the
bodies were removed from the tempo-
rary American cemetery there, and gave
every help to the American graves reg-
istration service in its work in the area
around Rochefort. They made many
friends among the American soldiers
who were stationed at Rochefort during
the war.

ROOSEVELT BURIAL LOT COVERED WITH FLOWERS

Thousands at the Grave After
Oyster Bay Parade.

Memorial Day exercises for Oyster
Bay centered around the grave of Theod-
ore Roosevelt, which was visited by
more than 5,000 persons, including many
delegations from patriotic societies. By
nightfall twenty-five wreaths had been
placed on the grave, and the whole plot
was literally covered with flowers.

In the morning there was a parade
from the village to the grave under the
auspices of the Quentin Roosevelt Post,
American Legion, led by Theodore
Roosevelt, Assistant Secretary of the
Navy, and Henry D. Lindsay, formerly
national commander of the Legion. Later
patriotic exercises were held in Town-
send Park, at which Mr. Roosevelt and
Mr. Lindsay spoke.

ALVIN YORK, WAR HERO, TELLS OF FAITH IN GOD

WILMORE, Ky., May 30.—Sergeant Alvin
York of Pall Mall, Tenn., in an address
at the celebration here to-day of Asbury
College, revealed that he had received
offers as high as \$1,000 a night to go
into vaudeville, motion pictures or on
the lecture platform, but declared he
had rather be "a pauper and homeless,
knowing that he was serving God and
would have a home in heaven."

York said his faith in God carried
him through the exploits that made him
famous as a world war hero.
William J. Bryan followed him on the
program with an address on "Evolu-
tion."

BATTEN



*Is that all there is
to Advertising?*

A CRITIC got after our adver-
tising. He said, "You people
talk about advertising mould-
ing favorable public opinion.

"Why don't you talk about
selling goods? Public opinion
is all right, but what I want
to know is how about sales,
profits, turnover, more dis-
tribution, more window dis-
plays, bigger earnings, as a
result of buying advertising!"

It's not a very strange thing
for a business man to want
these things. Most of them do.

This man doesn't want to
wait for favorable public opin-
ion. He wants to go straight
to the mark for more sales
and greater profits. He wants
a public actually buying his
goods—not just a public get-

ting more favorably disposed
toward buying.

Nevertheless, the way ad-
vertising works is through the
moulding of favorable public
opinion.

The quality of an article,
its price, its competition, its
method of sale, and the extent
to which people actually need
it affect immediate sales more
than advertising does.

Advertising is a relatively
new thing. But it is not so
new that people who buy it
should be uninformed as to
how it works.

Whether the results from
advertising are fast or slow,
the process is the same—it is
the moulding of a favorable
public opinion for articles or
services that deserve it.

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